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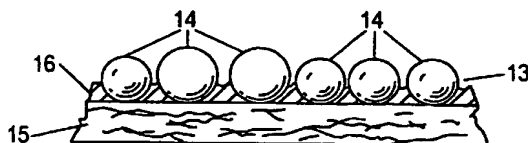
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(54) Title: RETROREFLECTIVE MATERIALS



(57) Abstract: A retroreflective material in which the coating used to produce or enhance retroreflectivity and which bridges at least some of the gaps between the beads is treated and/or removed to produce areas of contrast which may represent patterning and/or graphical and/or pictorial matter without significantly affecting the retroreflective properties of the beads, if at all, and/or which may result in a different colour to conventional silvery grey coloured retroreflective materials.

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